

**VIRTUAL REALITY FEATURES FOR E-COMMERCE 3D PDF
ADVERTISING**

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ABSTRACT

This research intention is to investigate which virtual reality design interface features should be included in e-commerce 3D PDF advertising and to enhance user's level of understanding or awareness of the product by presenting the proposed design features in the VR advertising material.

Nowadays, there are already companies adopting virtual reality technology in their e-commerce advertising business. With virtual reality being introduced, there are also many virtual reality features that have emerged which may not be suitable to be applied to e-commerce advertising. Therefore the knowledge of knowing which features to use are essential to ensure that customer will be satisfied in experiencing the advertisement. Though there are many tools which could be used for 3D advertising 3D PDF has proven to be the best option for e-commerce advertising.

There are several processes used in completing this paper to guide the research in achieving the paper's mission. In general the steps are about:

- 1) Recognizing the problems
- 2) Analyzing and extracting the possible solutions of which virtual reality features to be used in 3D PDF
- 3) Devising and conducting experiment and survey for the 3D PDF advertisements which included the tailored virtual reality features
- 4) Evaluating users' attitude towards the material

Through experiments and user's evaluation, this study concluded that there are two main categories of virtual reality features that can be use in 3D PDF advertisement which are visual simulation and behavioral simulation. Furthermore the quest to enhance user awareness of the product is successful when the features are presented in the advertisement.

ABSTRAK

Tujuan kajian ini dilaksanakan adalah untuk menyelidik ciri-ciri realiti maya yang seharusnya digunakan untuk pengiklanan e-dagang 3D PDF dan juga untuk meningkatkan tahap kefahaman dan kesedaran pengguna terhadap barangan yang diiklankan.

Di masa kini, terdapat pelbagai syarikat yang telah mengadaptasikan teknologi realiti maya di dalam urusniaga pengiklanan e-dagang mereka. Pendedahan teknologi realiti maya ini telah mendorong lebih banyak kemunculan ciri-ciri realiti maya yang mungkin tidak berseuaian untuk digunakan dalam pengiklanan e-dagang. Oleh yang demikian, pengetahuan pengguna terhadap teknologi ini terutamanya dalam pemilihan ciri-ciri yang sesuai adalah penting untuk memastikan pengalaman penggunaan bentuk iklan ini memuaskan. Pelbagai kaedah aplikasi boleh digunakan dalam pengiklanan 3D tetapi 3D PDF telah terbukti menjadi pilihan terbaik di dalam pengurusan pengiklanan e-dagang.

Kertas kajian ini merangkumi process yang digunakan sebagai rujukan dan panduan untuk mencapai semua misi kajian ini. Secara umum, langkah-langkah tersebut adalah:

- a. Mengenalpasti masalah
- b. Menganalisis dan mengemukakan penyelesaian dalam mengenalpasti ciri-ciri realiti maya yang mungkin sesuai digunakan oleh 3D PDF
- c. Menjalankan ujikaji dan tinjauan terhadap iklan bahan 3D PDF yang telah menggunakan ciri-ciri yang dipilih
- d. Menafsir sikap dan reaksi pelanggan terhadap bahan tadi

Melalui ujikaji dan penilaian yang dilaksanakan terhadap pelanggan, terdapat dua kategori utama ciri-ciri realiti maya yang boleh digunakan dalam pengiklanan 3D iaitu simulasi 'visual' dan simulasi 'behavioral'. Misi untuk meningkatkan tahap kesedaran pengguna terhadap produk ini berjaya apabila dipersembahkan di dalam iklan 3D PDF.

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CHAPTER 1: INTRODUCTION

The contents of
the thesis is for
internal user
only

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